

**Amendments to the Claims**

Please amend claims 20 and 67 as follows:

20. (Once Amended) The system of claim 11, further comprising means for obtaining demographic information concerning an intended viewer of the programming, said [selecting] selection means being adapted to employ said demographic information.

67. (New) The method of claim 1 further comprising:  
obtaining psychographic information concerning an intended viewer of the programming prior to said step of selecting, and employing said psychographic information in said step of selecting.